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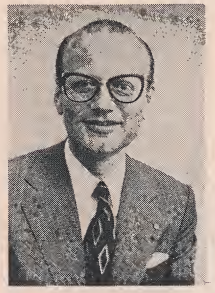
More Info? On Service Card circle item 102

Schneider establishes U.S. branch

Hackensack, N.J. — Establishment of an American subsidiary, Schneider Corporation of America (SCA), with headquarters at 154 Lodi St., here, was announced last month by Joseph Schneider, president of Jos. Schneider & Co., Optische Werke, Bad Kreuznach, West Germany.

Paul W. Harrison, formerly vice president for industrial sales for Burleigh Brooks Optics, Inc., has been named executive vice president and chief operating officer for the U.S. company. Hans Joseph Schneider is president and will be based in West Germany, continuing to operate the parent company.



Hans Joseph Schneider

Paul W. Harrison

Schneider said Burleigh Brooks Optics, Inc. will continue to handle the consumer-trade marketing of Schneider lenses through U.S. photo dealers. A new six-year agreement continues this 50-year old association of the two companies, with SAC concentrating on supplying the needs of U.S. industrial customers requiring a more sophisticated "technical attention."

Harrison announced that SCA has acquired the line of lenses manufactured for graphic arts cameras by the former Goerz Optical Company, Inc., a subsidiary of Kollmorgen Corporation and that, through this move, Schneider, already a manufacturer of lenses for the graphic arts field, has substantially enlarged its role in this market. He added that the company intends to expand its activities in the U.S. beyond the supply of lenses, but characterized the market for optical lenses here as totaling $250 million in annual sales, with an annual increase rate of six percent.

SCA has leased 5,200 square feet of space in a new building, which Harrison described as well suited for the company's immediate and foreseeable needs in stocking Schneider products, and in providing space for laboratory facilities and equipment to handle technical design, engineering and service requirements.

Other appointments announced are Sidney Falek, vice president, administration and Edward A. Wollensak, vice president, sales.

CINE selects 134 entries

Washington, D.C. — Dr. William G. Carr, president of CINE (Council on International Nontheatrical Events), announced that 125 CINE Golden Eagle and 19 CINE Eagle Award films were selected at the spring screening to represent the United States in International Film Festivals for the coming year.

Dr. Carr said that more than 470 films were entered in the CINE Spring Competition and that he anticipates at least a similar number or more to be entered in the fall competition which closes August 15.

CINE Golden Eagle and CINE Eagle (Amateur) Films are entered in approximately 100 film festivals around the world. CINE develops working relationships with those festivals which offer interesting opportunities for United States productions. On behalf of their makers, CINE enters and ships prints to these festivals.

Producers, sponsors and distributors, who are interested in entering films at overseas film events should contact Mrs. Anita Price, Managing Director, at 1201 - 16th Street, N.W., Washington, D.C. 20036.

Foto West 72 is well attended

Los Angeles, Calif. — A very successful Foto West 72 was held here recently with a record attendance of photographers and exhibitors. The three-day program hosted 16,500 visitors, about half of them registered

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Los Angeles, Calif. — A very successful Foto West 72 was held here recently with a record attendance of photographers and exhibitors. The three-day program hosted 16,500 visitors, about half of them registered professionals, according to Bob Forester Expos, sponsor of the program.

According to Forester, "The almost universal and enthusiastic response of the exhibitors attests to the high quali-

Photo by D. H. Moore

ty of the Foto West attendance. Of the many who returned Evaluation Statements, more than 80% reported results of: 'excellent'."

While the exhibition was considered a success, one complaint was that, due to the casual attendance requirements, many professional photographers with serious questions or ready to order equipment were not able to talk with the exhibitors. Exhibitors also could not discern the professional from the amateur.

It has been suggested that in future programs of this kind, that separate hours be set up for professionals and amateurs to alleviate overcrowding at exhibits.

More Info? On Service Card circle item 122